



DEPARTMENT OF THE INTERIOR

INFORMATION SERVICE

FISH AND WILDLIFE SERVICE

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F.W.S. TO PROMOTE USE OF FISH IN SCHOOL LUNCH PROGRAMS

As part of its plan to "increase markets for fishery products of domestic origin," the Fish and Wildlife Service's Branch of Commercial Fisheries will concentrate its market development efforts during the current school year on the Federal-supported school lunch programs.

By encouraging school children to eat fish while their main food habits are still being formed, future consumer preference for fishery products will be created, Andrew W. Anderson, Branch chief, said today. Variety will be added to the nation's diet, he explained, and greater use of the products of U. S. fisheries will be stimulated.

Specialists of the Branch's Market Development Section will work in states where transportation and marketing factors are most favorable for extensive use of fish in the school lunches. They will consult with local educational officials, and will arrange fish cookery demonstrations, improve supply conditions, advise on purchasing problems, and provide technical information.

Recommendations made by fishing industry representatives to the Fish and Wildlife Service at a recent Washington conference were incorporated in the Service's new fishery market development program.

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